NPS Form 10-900 (Rev. 10-90)

VLR: 8-18-93 NRHP: 10-14-93

127-834

OMB No. 1024-0018

United States Department of the Interior National Park Service

### NATIONAL REGISTER OF HISTORIC PLACES REGISTRATION FORM

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in How to Complete the National Register of Historic Places Registeration Form (National Register Bulletin 16A).

Complete each item by marking "x" in the appropriate box or by entering the information requested. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900s). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property				
historic name1	Moore's Auto Body	and Paint	Shop_	
other names/site number	Standard Gas and O 7DHR File No. 127-		Station	
2. Location				
street & number4 city or townR state Virginia code VA co	001 West Broad Str Richmond Ounty Richmond (in	· · · · · · · · · · · · · · · · · · ·		vicinity N/A
3. State/Federal Agency Cer	tification			
As the designated authority under the National request for determination of eligibility Historic Places and meets the procedural and x meets does not meet the National Reg statewide _x locally. ( See continu	meets the documentation stand professional requirements set ister Criteria. I recommend to uation sheet for additional co	erds for registe forth in 36 CFR nat this propert numents.)	ring properties Part 60. In my y be considered	in the National Register of
Signature of certifying off		9/3/9	3	
Signature of certifying off	icial	Date		<del></del>
Director, Virginia Departme State or Federal agency and		ources		<u> </u>
n my opinion, the property meets d egister criteria. ( See continuation she	oes not meet the National et for additional comments.)			
ignature of commenting or other official	Date			
tate or Federal agency and bureau				
. National Park Service Ce	rtification			
, hereby certify that this property is:	#========	22222222	:======	=======================================
entered in the National Register See continuation sheet. determined eligible for the National Register See continuation sheet. determined not eligible for the National Register removed from the National Register				
other (explain):	·			

Signature of Keeper Date of Action

Moore's Auto Body and Paint Shop	city	of Ric	chmond,	Virgini
5. Classification			-335555	
Ownership of Property (Check as many boxes as apply)  x private public-local public-State public-Federal				
Category of Property (Check only one box)  building(s) district site structure object				
Number of Resources within Property				
Contributing Noncontributing 0				
Number of contributing resources previously listed in Register1_	the N	Tation	al	
Name of related multiple property listing (Enter "N/A" a multiple property listing.)N/A	if pr	operty	y is not	part of
6. Function or Use				
Historic Functions (Enter categories from instruction Cat: TRANSPORTATION Sub: Road-rela COMMERCE Specialty	ted (v		lar)	_
Current Functions (Enter categories from instructions Cat: TRANSPORTATION Sub: Road-rela COMMERCE Specialty	ted (v		ar)	<u>-</u> -
zanazzanean zaren zen zen zen zen zen zen zen zen zen z				
Architectural Classification (Enter categories from i	netruc	tions\		· <del></del>

walls STUCCO
BRICK
other WOOD
TERRA COTTA

Mission/Spanish Colonial Revival\_

Materials (Enter categories from instructions)

ASPHALT

foundation \_\_BRICK\_

roof

Narrative Description (Describe the historic and current condition of the property on one or more continuation sheets.)

Primary Location of Additional Data

Name of repository:

Other State agency

\_\_\_ Federal agency

University

Other

Local government

\_x\_ State Historic Preservation Office

or more continuation sheets.)

X\_ previously listed in the National Register

designated a National Historic Landmark

\_ preliminary determination of individual listing (36 CFR 67)

previously determined eligible by the National Register

recorded by Historic American Engineering Record #

recorded by Historic American Buildings Survey # ,

Previous documentation on file (NPS)

has been requested.

10. Geographical Data
Acreage of Propertyless than one acre
UTM References (Place additional UTM references on a continuation sheet)
Zone Easting Northing Zone Easting Northing
1 18 283900 4158220 2
3 4
See continuation sheet.
Verbal Boundary Description (Describe the boundaries of the property on a continuation sheet.)
Boundary Justification (Explain why the boundaries were selected on a continuation sheet.)
======================================
11. Form Prepared By
name/titleMichelle Collette
organization Mary Washington College date28 September 1992
street & number47 Twin Ponds Drive telephone609-589-2665
city or townSewellstate_NJ_ zip code08080
Additional Documentation
Submit the following items with the completed form:
· · · · · · · · · · · · · · · · · · ·
Continuation Sheets
Maps A USGS map (7.5 or 15 minute series) indicating the property's location. A sketch map for historic districts and properties having large acreage or numerous resources.
Photographs Representative black and white photographs of the property.

Additional items (Check with the SHPO or FPO for any additional items)

City of Richmond, Virginia

Moore's Auto Body and Paint Shop

Moore's Auto Body	and Paint Shop	City of Richmond, Virginia
Property Owner		
(Complete this ite	m at the request of the S	HPO or FPO.)
name	Jesse Albert Moore	
street & number	208 Fulham Circle	telephone804-261-4070
city or town	_Richmond	state _VA_ zip code23227

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including the time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

United States Department of the Interior National Park Service

NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section \_\_7 Page \_1\_

Moore's Auto Body and Paint Shop City of Richmond, Virginia

#### SUMMARY DESCRIPTION

The building that is now occupied by Moore's Auto Body and Paint Shop, located at 401 West Broad Street, Richmond, Virginia, is a one-story commercial building designed in the Spanish Colonial Revival style of the early twentieth century. The principal facade curves across the back of the lot at the southwestern corner of West Broad and Monroe streets. The building is bordered on the north by West Broad Street, on the east by Monroe Street, on the south by a cobblestone alley, and on the west by a vacant building and a vacant lot. The structure is built of brick that is covered with a layer of stucco on the north and east facades and features a flat asphalt roof. The structure has an irregular plan, with the northern facade formed in a crescent shape and the rest of the building in rectangular forms. An older section of the building, noticeable in a slight change in brickwork and a sole wooden garage door on the east facade, was originally a stable, but was converted to an auto garage and the rest of the structure was added in 1926. The exterior of the entire building remains in good condition and retains integrity from 1926 when the building was established as a gas station. The building is located in an urban neighborhood, surrounded by vacant lots and buildings that are much taller than the single-story auto shop.

### ARCHITECTURAL DESCRIPTION

The structure's foundation and walls are constructed of brick, with the walls laid in 6-course American bond. Beige-colored stucco covers the north and east facades, while the other elevations feature exposed brick. Across the north facade extends a blind arcade consisting of ten decorative wooden arches and pilasters, each painted dark brown. Large stuccoed brick piers are located at three principal corners of the building.

The north facade is divided into three sections; the more elaborately decorated central block flanked by identical wings. These flanking wings each have wooden pilasters supporting a five-bay blind arcade, two windows, and a six-panel door. Each door is located between the two windows and is framed by simple trim and a heavy cornice. The easternmost and westernmost windows are boarded up and have iron bars in front of them. A larger window is located on the opposite side of each panelled door. On the eastern wing, this window has twenty-four lights, while the corresponding window of the opposite wing contains a single large light. Neither window has a wooden surround, but each has a modern air conditioner imbedded in the round arch above it.

The central section features two large single-light windows flanking a single door with a tall glass panel. A modern air conditioner protruses from the transom above it. The windows have simple surrounds, while the door has a somewhat thicker fillet trim. The central section rises above the flanking wings and features heavy paneled stuccoed pilasters connected by a corbeled brick table and a paneled parapet. Lantern-style light fixtures that have spiked projections in their crowns are attached to each of the heavy pilasters. Other light fixtures on

United States Department of the Interior National Park Service

NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section 7 Page 2

Moore's Auto Body and Paint Shop City of Richmond, Virginia

the north facade are located on the corner piers at the northeast and northwest ends of the building. These fixtures are larger and more rectilinear in design than the more elaborate fixtures on the central section. A terra cotta pantile false roof with a medillion cornice extends across the top of each wing.

The east facade provides entrances to the garage bays of the body shop. It also features pilasters and parapets covered with stucco, but has little of the decoration that the north facade has. Three garage doors are located on this elevation; on the north end are two metal roll-up doors and on the south end one wooden roll-up door, a remnant of the period before 1926.

The southern or rear elevation has exposed brick and features two windows and two garage doors. Both windows, located on the eastern end of the facade, have metal, twenty-light, fixed sashes, and are painted over on the interior side. The window farthest from the southeastern corner has an air conditioner inserted in the center of it. On the western end of this elevation, there are two garage doors that are identical to the two metal doors of the east facade.

Next to these garage doors on the south facade, a section of the building has been sealed off and is no longer in use. This section is a rectangular-shaped brick structure that stretches parallel to Monroe Street on the western side of the building. It stops just short of the vacant building that forms the building's western border. The rest of the west elevation is hidden from view by the vacant building. A narrow alley separates the two structures, but the alley has been blocked off from the public by a cast-iron gate.

The floor plan for this structure is highly irregular, but contains two distinct areas: offices and shop space. The front facade's curve has small, oddly formed offices, while the garages have rectilinear spaces. The building has only one set of stairs, located in the larger garage, which is known as the body shop. Five cement steps lead down into the garage. The other garage, known as the paint shop, has no steps, but has a significant drop just inside the door, suggesting that steps have been removed.

To enter the building from the north elevation, one must enter through the central section's main door. This doorway leads into the office lobby. This room has tiled flooring, fluorescent lighting in a drop ceiling, and plaster walls. Plaster walls are also found in the other rooms within the curve of the building and fluorescent lighting is located in the owner's office as well. On the east side of the room, a plain flush door leads into the worker's lobby. The west wall has another flush door that leads into the owner's office.

The shape of the owner's office is somewhat triangular, as the building's exterior curve comes closer to its outer corner. The room becomes narrower on its western end, which has a flush door that leads into the bathroom.

United States Department of the Interior National Park Service

NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section 7 Page 3 Moore's Auto Body and Paint Shop
City of Richmond, Virginia

On the opposite side of the lobby, a door leads into the worker's lounge. This room has a similar triangular shape to that of the office, but is narrower due to an addition that covers most of the south end of the room. The room has a tiled floor and a high ceiling with exposed rafters featuring decorative moldings that have been painted over. Directly to the right as one enters the lounge, a high wooden wall that consists of large, wide sheets of plywood separates the lounge from a small storage area. The southern side of the room that is visible outside of the storage area consists primarily of two doors, each leading into a separate garage. The door closest to the storage facility has wooden panels in the lower half and a glass partition above.

This door leads into the auto body shop. The ceiling is a mass of exposed wooden and metallic rafters and girts from which hang large fluorescent light fixtures. Wooden planks cover the rafters, which are supported by metal trusses with open webbing laid on vertical I-beams in the center of the garage. The garage's plan consists of two rectangular rooms, one extending north to south and the other extending east to west. Along the northern end of the garage, next to the lounge door, a triangular-shaped room also serves as a storage area.

The other garage, used as a paint shop, is much smaller and has fewer openings. The walls, floor, and ceiling are of the same design and materials as the other garage, but the plan of this room is more square than rectangular. The only openings are the garage doors and a door to the workers' lounge.

United States Department of the Interior National Park Service

NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section 8 Page 4

Moore's Auto Body and Paint Shop City of Richmond, Virginia

#### STATEMENT OF SIGNIFICANCE

Located on West Broad Street in downtown Richmond, Moore's Auto Body and Paint Shop is significant not only for its architecture but also for its association with the history of the automobile industry. The building's own history stands as testimony to the success of the automobile. Since 1926, when most of the building was constructed to incorporate an earlier stable, the property has continually been associated with the automobile industry, either as a gas station or as a repair shop, and today remains true to its original association. The oldest portion of the building, constructed around 1875, was first used as a stable. By 1924, it had become an auto garage, representing the dramatic change in transportation from the horse-drawn vehicle to the automobile during the early twentieth century. Though the interior was renovated in 1976, the exterior remains an excellent example of the Spanish Colonial Revival style popular during the 1920s.

#### HISTORIC BACKGROUND

Although the primary part of the building, including the distinctive architecture, was established in 1926, the historic significance of the structure begins fifty years earlier, in 1875. At this time, the property at the southwestern corner of West Broad and Monroe streets in Richmond, Virginia, was owned by Creed Thomas, a prominent doctor.<sup>2</sup> When Dr. Thomas purchased the land in 1869, no buildings existed on the property.<sup>3</sup>

However, by 1875 he had built a structure worth five hundred dollars. In 1880, the value increased to eight hundred dollars and remained steady at that amount for ten years.5 When Thomas's will was entered into the court records in 1905, it mentioned a brick stable, worth eight hundred dollars, among the buildings on the property located at 401 West Broad Street. This stable was the structure that was built on the land in the early 1870s. In a deed with a site plan from 1919, the building is referred to as the "old brick stable" and is depicted in the exact area where a section of the body shop is today. This section of the body shop is distinct because of a slight change in the brickwork and the fact that it contains the only wooden garage door in the building. This is the old stable, incorporated into the body shop. Tax records show that between 1920 and 1925, the value of the buildings on the property dropped sharply from six thousand dollars to eight hundred dollars.8 It is likely that the other buildings on the property prior to the new development in 1926 were destroyed and the brick stable, retaining its old value, was the only structure remaining in 1925. Just before the new construction, a Sanborn map from 1924 depicts a structure on the property that was in the shape and on the site of the old stable, but was referred to as an auto repair shop with a "concrete floor." This change in use is a credible representation of the evolution in transportation from horses to automobiles.

United States Department of the Interior National Park Service

NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section 8 Page 5

Moore's Auto Body and Paint Shop City of Richmond, Virginia

The rapid growth of the auto industry in the early twentieth century had a strong effect on the brick stable at 401 West Broad Street. When it was sold in 1926 by its owner, F. P. Loth, to J. Luther Moon, the stable had been utilized as a small garage for several years. <sup>10</sup> Moon saw tremendous potential in the tiny garage and chose to expand it and continue its association with the automobile industry. Moon, the general manager of West Virginia Coal Company, employed the architectural firm of Lee, Smith, and VanderVoort, of Richmond, to construct a building on the site that would incorporate the old stable with offices and another garage. The resulting design and plan was a popular style in Richmond, the Spanish Colonial Revival, which was reminiscent of architecture in the southwestern United States. The front facade, which faces north, is curved and stretches across the western and southern sides of the lot at the corner of West Broad and Monroe streets. Decorative pilasters, a terra cotta tile roof, elaborate lanterns, and stucco-covered brick all remain virtually unchanged since 1926 and are an extraordinary example of imagination in a 1920s period structure.

Moon leased the structure to various businesses, including Standard Gas and Oil Supply Company which utilized the unique structure as a gas station until 1936. <sup>12</sup> After Standard's lease expired, Moon leased the property to Davis A. Arthur, who used the structure for his own business, Arthur's Electric Service Auto Repairs, for over twenty years. <sup>13</sup> During the 1960s, the structure was leased to various auto repair businesses under a new owner, James Cowan. <sup>14</sup> In 1971, Jesse A. Moore began to lease the property from Cowan's estate and operate Moore's Auto Body and Paint Shop from 401 West Broad Street. <sup>15</sup> In 1976, Moore bought the property from his landlords. <sup>16</sup> For more than sixty-five years, the structure has been affiliated with the automotive industry. Its origins reflect the changes in transportation from 1875 to 1926, while its architecture is a fine example of the creative architectural styles of the 1920s.

#### **ENDNOTES**

- 1. Interview with Jesse A. Moore, Moore's Auto Body and Paint Shop, Richmond, Virginia, 14 September 1992.
- 2. City of Richmond, Deed Book 79A, p. 28, 5 November 1869, John Marshall Court Building.
- 3. *Ibid*.
- 4. City of Richmond, Land Tax Record, 1875, Virginia State Library.
- 5. City of Richmond, Land Tax Record, 1880, Virginia State Library.
- 6. City of Richmond, Will Book 7, p. 147, 23 January 1905, John Marshall Court Building.
- 7. City of Richmond, Deed Book 254C, p. 364, 25 June 1919, John Marshall Court Building.
- 8. City of Richmond, Land Tax Records, 1920-1925, Virginia State Library.
- 9. City of Richmond, Sanborn Fire Insurance Map, 1924.
- 10. City of Richmond, Deed Book 336C, p. i50, 4 October 1926, John Marshall Court Building.

City of Richmond, Virginia

United States Department of the Interior National Park Service

# NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section 8 Page 6 Moore's Auto Body and Paint Shop

- 11. Richmond News Leader, 4 August 1950, p. 7.
- 12. City of Richmond, Deed Book 336C, p. 368, 7 October 1926, John Marshall Court Building.
- 13. Hill's Richmond, Virginia, City Directory, 1941 ed.- 1955 ed., Virginia State Historical Society.
- 14. Ibid., 1960 ed. 1970 ed., Virginia State Historical Society.
- 15. Ibid., 1971 ed., Virginia State Historical Society.
- 16. City of Richmond, Deed Book 713, p. 1603, 25 August 1976, John Marshall Court Building.

United States Department of the Interior National Park Service

# NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section 9 Page 7

Moore's Auto Body and Paint Shop City of Richmond, Virginia

#### **BIBLIOGRAPHY**

City of Richmond, Deed Book 567D, p. 360, 1 November 1955, John Marshall Court Building.

City of Richmond, Deed Book 183C, p. 473, 7 February 1905, John Marshall Court Building.

City of Richmond, Deed Book 713, p. 1603, 25 August 1976, John Marshall Court Building.

City of Richmond, Deed Book 79A, p. 28, 5 November 1869, John Marshall Court Building.

City of Richmond, Deed Book 336C, p. 150, 4 October 1926, John Marshall Court Building.

City of Richmond, Deed Book 336C, p. 368, 7 October 1926, John Marshall Court Building.

City of Richmond, Deed Book 254C, p. 364, 25 June 1919, John Marshall Court Building.

City of Richmond, Land Tax Records, 1869-1890, 1915-1930, 1936-1975, Virginia State Library.

City of Richmond, Sanborn Fire Insurance Map, 1924.

City of Richmond, Will Book 7, p. 147, 23 January 1905, John Marshall Court Building.

Flink, James J. *The Car Culture*. Cambridge, MA: Massachusetts Institute of Technology Press, 1975.

Hill's Richmond, Virginia, City Directory, 1941-1975 ed. Richmond, VA: Hill Directory Co., Inc. Virginia State Historical Society.

Moore, Jesse A. Moore's Auto Body and Paint Shop, Richmond, Virginia. Interview, 14 September 1992.

Musselman, M. M. Get a Horse!: The Story of the Automobile in America. New York: J. B. Lippincott Company, 1950.

Richmond News Leader, 4 August 1950, p. 7.

United States Department of the Interior National Park Service

NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section 10 Page 8\_

Moore's Auto Body and Paint Shop City of Richmond, Virginia

### **VERBAL BOUNDARY DESCRIPTION:**

Richmond city block 215, lot 7. All that certain lot, piece or parcel of land, with all improvements thereon, known as Nos. 401, 403, 405 and 407 West Broad Street, lying and being in the City of Richmond, Virginia, on the southern line of Broad Street between Monroe and Henry Streets and bounded as follows:

Beginning at the point of intersection of the southern line of Broad Street with the western line of Monroe Street, and from said point of beginning running westwardly along and fronting on the southern line of Broad Street 72 feet, and running back southwardly from said front between parallel lines, the eastern line being the western line of Monroe Street, 130 feet or to an alley in the rear.

### **BOUNDARY JUSTIFICATION:**

The boundaries correspond with the original property boundaries from the 1926 construction of Standard Gas and Oil Supply Company at 401 West Broad Street, Richmond, Virginia.

United States Department of the Interior National Park Service

### NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section Photo Page \_9\_

Moore's Auto Body and Paint Shop City of Richmond, Virginia

### Moore's Auto Body and Paint Shop City of Richmond, Virginia VDHR No: 127-834

Negatives Filed: Virginia State Library and Archives

1. CREDIT: Michelle Collette DATE: 22 February 1992

VIEW OF: North Elevation, view facing South

NEG. NO.: 12196 PHOTO: 1 of 13

2. CREDIT: Deidre McCarthy

**DATE: 26 July 1993** 

VIEW OF: North Elevation, central pavilion, view facing South

NEG. NO.: 11319 PHOTO: 2 of 13

3. CREDIT: Deidre McCarthy

**DATE: 26 July 1993** 

VIEW OF: North Elevation, oblique, view facing East

NEG. NO.: 11320 PHOTO: 3 of 13

4. CREDIT: Deidre McCarthy

**DATE: 26 July 1993** 

VIEW OF: North Elevation, roof and eave detail, view facing West

NEG. NO.: 11319 PHOTO: 4 of 13

5. CREDIT: Deidre McCarthy

**DATE: 26 July 1993** 

VIEW OF: East Elevation, oblique, view facing South

NEG. NO.: 11320 PHOTO: 5 of 13

6. CREDIT: Deidre McCarthy

**DATE: 26 July 1993** 

VIEW OF: South Elevation, oblique, view facing West

NEG. NO.: 11319 PHOTO: 6 of 13 NPS Form 10-900-a

OMB No. 1024-0018

United States Department of the Interior National Park Service

# NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section Photo Page 10\_

Moore's Auto Body and Paint Shop City of Richmond, Virginia

7. CREDIT: Deidre McCarthy

DATE: 26 July 1993

VIEW OF: South Elevation, oblique, view facing East

NEG. NO.: 11319 PHOTO: 7 of 13

8. CREDIT: Deidre McCarthy

**DATE: 22 July 1993** 

VIEW OF: South Elevation, oblique, view facing East

NEG. NO.: 11319 PHOTO: 8 of 13

9. CREDIT: Deidre McCarthy

**DATE: 26 July 1993** 

VIEW OF: South Elevation, window detail, view facing North

NEG. NO.: 11319 PHOTO: 9 of 13

10. CREDIT: Deidre McCarthy

**DATE: 26 July 1993** 

VIEW OF: West Elevation and alley, view facing South

NEG. NO.: 11319 PHOTO: 10 of 13

11. CREDIT: Deidre McCarthy

**DATE: 26 July 1993** 

VIEW OF: Interior garage, originally the stable, view facing North

NEG. NO.: 11320 PHOTO: 11 of 13

12. CREDIT: Deidre McCarthy

**DATE: 26 July 1993** 

VIEW OF: Interior garage, view facing North

NEG. NO.: 11320 PHOTO: 12 of 13

13. CREDIT: Deidre McCarthy

**DATE: 26 July 1992** 

VIEW OF: Interior garage, view facing North

NEG. NO.: 11320 PHOTO: 13 of 13

United States Department of the Interior National Park Service

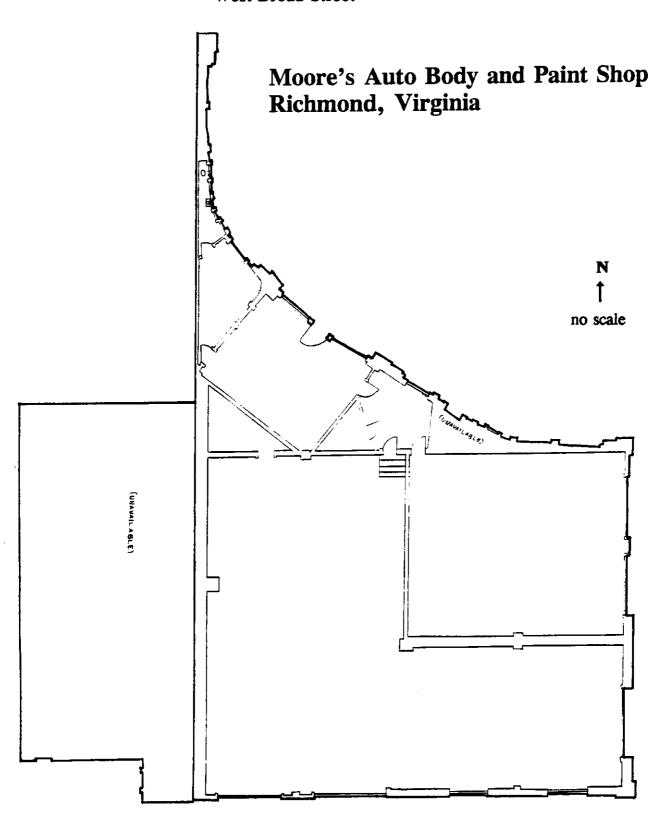
NATIONAL REGISTER OF HISTORIC PLACES CONTINUATION SHEET

Section \_Map\_

Page \_11\_

Moore's Auto Body and Paint Shop City of Richmond, Virginia

West Broad Street



Monroe Street

